



# CLEAN AIR QUARTERLY

Spring 2007

Volume 3, Issue 2

## CAP Launches Phase II of Public Awareness Campaign

In April, the Clean Air Partnership began phase two of its education campaign aiming to improve air quality in the Midstate. Ten surface street billboards with transit focused messages went up on Metro area streets including Charlotte Avenue, Gallatin Road, Nolensville Road, 4th Avenue at Demonbreun Street, and 8th Avenue at Commerce Street.

The Clean Air Partnership is also currently working on two carpool testimonial radio spots to be aired on Mix 92.9 and JACK FM.

Phase I of the campaign began in January of this year with the posting of three interstate billboards

targeting downtown Nashville commuters and an updated version of the Clean Air Partnership web site with Spanish language pages.

"It is important to help people understand that they can make a difference in Middle Tennessee's air quality just by making a few changes in their transportation habits," said Laura Artates, CAP board chair.

The campaign's interstate and surface street billboards play on the frustration people often experience while making the commute into Nashville, especially during rush hour.

### HOW DID YOU GET TO WORK TODAY?



[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)

### Try the LOW-CAR Diet!



[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)



[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)



*Look for these new CAP billboards on streets around Nashville including 4th Avenue at Demonbreun and 8th Avenue at Commerce Street.*

## First Air Alert of the Season Issued

The first Air Quality Alert of the 2007 season was issued for May 23 due to unhealthy levels of ground level ozone.

As we begin to move into the warmer stagnant weather patterns that are common in Middle Tennessee during the months of May through August, we will no doubt see more alerts issued.

For more information about air quality or to sign up for EnviroFlash Air Alerts by e-mail, please visit [www.CleanAirPartnership.info](http://www.CleanAirPartnership.info).

### Inside This Edition

Car Care Posters	Page 2
Join CAP Asthma Walk Team	Page 2
Tour de Nash Team	Page 2
Earth Day Success	Page 3
Earth Day Donor Thank You	Page 3
Clean Air Fair	Page 3
Spotlight: Walk/Bike Nashville	Page 4
Upcoming Events	Page 4
Vancentives Program	Page 5
Understanding the AQI Colors	Page 5

## CAP Posters Appear in Emissions Testing Centers Across the Midstate

The Clean Air Partnership has partnered with the Nashville Metro Health Department to distribute 50 car maintenance posters to all of the emissions testing centers in the Middle Tennessee area.

The posters focus on proper car maintenance as a way to keep our air cleaner by improving the emissions from personal vehicles.

Checking tire pressure twice a monthly; checking and replaces filters, engine fluids, oil and spark plugs regularly; and taking your car to the mechanic for regular service and when the check engine light comes on are all tips offered for saving money and improving the vehicle performance.

The posters also offer tips for driving "cleaner," such as reducing the amount of time spent idling; driving slower and more smoothly; and reducing air conditioning use.



*These car care posters are currently displayed at all Middle Tennessee emissions testing centers.*

### Join the CAP Asthma Walk Team



The Clean Air Partnership is organizing a team to participate in the American Lung Association's Asthma Walk, a national campaign to raise money for asthma research.

The walk will be held at Nashville Shores on June 23, 2007. Registration begins at 7:00 a.m. and the walk will start at 8:00 a.m.

If you are interested in joining the CAP team, please contact Team Captain Melissa Stevens via e-mail at [melissa@cleanairpartnership.info](mailto:melissa@cleanairpartnership.info). All team members will receive a Clean Air Partnership t-shirt. Any one who raises at least \$250.00 will be entered into a drawing for a 2007 Toyota Prius!

If you can't participate in the walk, please consider making a donation to the team through the Asthma Walk web site:

[www.mrsnv.com/evt/home.jsp?id=1435](http://www.mrsnv.com/evt/home.jsp?id=1435).

### CAP Team Takes to the Streets for 2007 Tour de Nash

Friends, colleagues and even babies joined the Clean Air Partnership's team for a four-mile walk through Downtown Nashville to support our newest partner, Walk/Bike Nashville.

The Tour de Nash promotes walking and biking as alternatives to driving, and encourages people to get moving to improve physical fitness.

The event drew 1,300 participants, a 44 percent increase from 2006 and nearly 75 percent were first timers, and almost half were walkers, according to Shannon Hornsby, Walk/Bike Nashville executive director.

CAP also participated as an event sponsor this year.



*From left, Stephanie Conley, Laura Artates, Melissa and Trevor Stevens, and Janice Truskowski made up the CAP team.*

## **Earth Day EnviroFlash Sign Ups A Success**



*Thank you to all of the volunteers from our Board of Directors and McNeely Pigott & Fox Public Relations for helping staff the CAP booth.*

The 2007 Nashville Earth Day Festival, held at Centennial Park in April, drew several thousand Nashvillians to learn about issues including air quality, water quality, and sustainability, and to enjoy great music and food.

The Clean Air Partnership participated in the event with an information booth and Clean Air Prize Pack give-away for individuals who signed up to receive EnviroFlash air quality alerts.

In all, 50 people signed up to receive the air quality alerts.

New this year, CAP presented "Clean Air" flags to all of the air related booths, so that they could be easily recognized.

## **Clean Air Fair Targets Downtown Workers**

Hundreds of downtown workers braved the hot and humid weather to visit the Clean Air Fair held May 24 at the Bicentennial Mall. The fair was organized by the Tennessee Department of Environment and Conservation and was mainly targeted toward state and other downtown Nashville workers.

CAP teamed up with the Tennessee Department of Environment and Conservation to hold a drawing for a free one-night stay at a state park and five Clean Air Prize Packs for individuals who signed up to receive EnviroFlash alerts via e-mail. Nearly 40 people signed up at the event.



*Melissa Stevens from the Clean Air Partnership and Blake McClain from the Nashville Metro Health Department teamed up to staff the Clean Air Fair booth.*



Walk/Bike Nashville was founded by David Kleinfelter, a former Nashville Metro Council member and current planning manager with the Nashville Metro Planning Department.

Kleinfelter, who still sits on the Walk/Bike Nashville Board of Directors, thought it was important to have an organization in town that advocated for walking and cycling.

Walk/Bike Nashville's mission statement is to make Nashville's streets and neighborhoods safer for all modes of transportation, to encourage walking and cycling for health and well-being, and to promote a more livable city.

The organization is dedicated to increasing the use of bicycling, walking and other forms of non-motorized travel in order to reduce traffic congestion, air and noise pollution, and thereby improve the quality of life in Nashville.

Shannon Hornsby, executive director, says, "Our ultimate goal is a more walkable, bikable, livable city -- a city in which any child can ride a bike safely to school."

Walk/Bike Nashville helps produce events like the recent Tour de Nash, which was designed to intro-

duce residents to some of Nashville's best places to bike and walk and to challenge people to live a more active lifestyle.

The organization also sponsors walks in the park with Nashville Mayor Bill Purcell, teaches bicycle skills to school children, and is currently working on launching a "Safe Routes to School" program in partnership with Music City Moves, which includes Metro Planning, Metro Health, and the Community Health and Wellness Team.

You can join Walk/Bike Nashville by visiting their website [www.walkbikenashville.org](http://www.walkbikenashville.org). There are several levels of membership available starting at just \$20.00.

The benefits of joining include knowing your voice is represented at the city level and the state legislature and an e-newsletter sent every 4-6 weeks highlighting our accomplishments, events, and action items.

"The more voices we represent, the closer we come to meeting our goals because we envision a livable city; and that takes city response, which can only happen if the residents speak up and stand up," said Hornsby. "But, the greatest benefit is a more walkable, bikable city and knowing you had a part in making it happen."

Members also receive information on walking and bicycling around town and support programs that increase education and awareness across the city.

Check the web site [www.walkbikenashville.org](http://www.walkbikenashville.org) for news on upcoming events including a Mayoral Forum focused on transportation issues and a 10-year anniversary celebration.

## Upcoming Events

**CAP Board of Directors Committee Meeting:** June 14 @ Metro Parks Recreation Building

**Asthma Walk for the American Lung Association:** June 23 @ Nashville Shores

**CAP Board of Directors Meeting:** August 16 @ Metro Parks Recreation Building

**Walk/Bike Nashville Roads 1 Bicycle Course:** TBA

**Walk/Bike Nashville Bicycle Safety Clinic:** TBA

## **Vanpool to Work and Reap Rewards**

### **The TMA Group Unveils Vancentives Rewards Program**



*Submitted by Debbie Henry, TMA Group*

The Middle Tennessee region's workforce now has the opportunity to reap more rewards by participating in The TMA Group's vanpool program. The Vancentives Rewards Program is The TMA Group's way to recognize and thank vanpool drivers and riders for their efforts in implementing and maintaining The TMA Group's regional vanpool program.

**1. The Vancentives Rewards Program is simple**, with three easy ways to reap rewards New Vanpooler Reward - become a new full-time vanpool rider\* and receive a \$25 voucher toward your monthly fare for six months. (\*A new full-time vanpool rider is someone who has not participated in a TMA or RTA van in the past three months, rides a minimum of three days a week and pays a full monthly fare).

**2. Recruiter Reward** - recruit a new vanpool rider and receive a \$25 gift card. The new rider must par-

ticipate in the program a minimum of 3 months and be a full-time rider. Gift card will be rewarded at the end of three months participation as a vanpool rider.

**3. Driver Reward** - become a full-time primary vanpool driver and receive a \$100 gift card. Gift card will be rewarded at the end of six months participation as a primary driver.

"Eligibility is open to commuters who want to save time and money by joining a vanpool or those currently enrolled as participants of The TMA Group and RTA vanpool program. With existing vanpools in nine area counties, we are excited to be launching this new incentive program, as an added benefit to the vanpool program," states MiMi Lee, Program Coordinator, The TMA Group.

The TMA Group's vanpooling program offers participants many benefits including: use of late-model commuter vans; savings on insurance, vehicle maintenance and gas; registration in the Guarantee Ride Home program; reducing stress; reducing wear and tear on your personal car; and decreasing traffic congestion, just to name a few.

To learn more about participating in The TMA Group's vanpool program, call (615) 790-4005 or visit [www.tmagroup.org](http://www.tmagroup.org).

## **Understanding the AQI Colors**

The Air Quality Index (AQI) is a color-coded system created by the Environmental Protection Agency (EPA) for reporting daily air quality. It tells you how clean the air is outside at any given time.

The AQI uses six colors to rate the levels of pollutants in the air.

Green means the air outside is healthy for most everyone to breathe. When the levels of pollutants in the air reach the orange or red colors, an Air Quality Alert will be issued. Nashville rarely sees any days in the red zone and we should never have a purple or maroon day.

Visit [www.CleanAirPartnership.info](http://www.CleanAirPartnership.info) to sign up for air alerts.

Air Quality Index (AQI) Values	Levels of Health Concern	Colors
<i>When the AQI is in this range:</i>	<i>...air quality conditions are:</i>	<i>...as symbolized by this color:</i>
0 to 50	Good	Green
51 to 100	Moderate	Yellow
101 to 150	Unhealthy for Sensitive Groups	Orange
151 to 200	Unhealthy	Red
201 to 300	Very Unhealthy	Purple
301 to 500	Hazardous	Maroon

*The chart above explains the color codes that you will see referenced in the EnviroFlash e-mails and hear on Action Day Alert messages.*